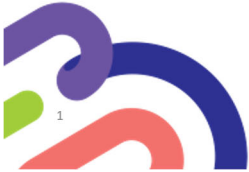




Retailers and WIC

Healthy Foods, Happy Families



WISCONSIN DEPARTMENT
of HEALTH SERVICES



wic WISCONSIN

What's Your Favorite WIC Cereal?



About WIC



What Do You Know About WIC?



WIC Benefits Are Different

Only accept Wisconsin WIC benefits

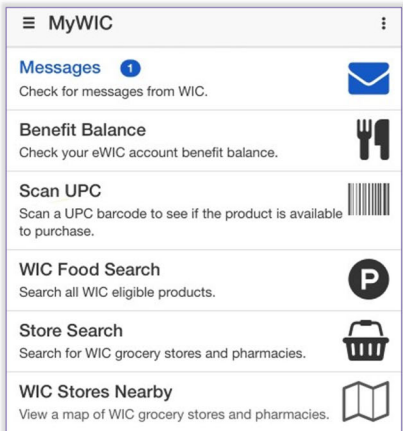
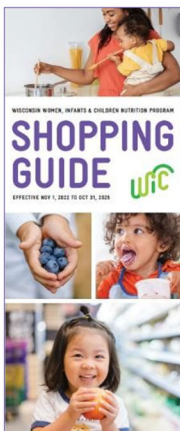
Benefits expire every 30 days

Prescribed nutritious foods

Specific amounts of food

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Shopping Guide and MyWIC App



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Vendor Minimum Stock 10 or Fewer Registers

Food Category	Container Size/Type	Required Minimum Stock
Fruit and Vegetables	Fresh, frozen or canned	<ul style="list-style-type: none"> • 2 fruit varieties • 2 vegetable varieties
Juice	64 ounces	<ul style="list-style-type: none"> • 64 ounces of 1 flavor
Peanut Butter Beans, Lentils and Peas	16 – 18 ounces 15 – 16 ounces	1 type: <ul style="list-style-type: none"> • Peanut butter • Canned beans • Dried beans, lentils & peas
Cereal	12 ounces or larger	<ul style="list-style-type: none"> • 2 varieties • 1 must be whole grain
Milk	Gallon	<ul style="list-style-type: none"> • 1 unflavored 1% or skim
Eggs	Dozen	<ul style="list-style-type: none"> • 1 carton of any size or grade

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Vendor Minimum Stock 10 or Fewer Registers

Fruits and vegetables:

- 2 fruit and 2 vegetable varieties required
- Options may be fresh, canned, or frozen
- Not required to carry fresh produce



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Vendor Minimum Stock 10 or Fewer Registers

Juice:

- 1 variety
- 64-ounce container required



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Vendor Minimum Stock 10 or Fewer Registers

Peanut butter, beans, peas and lentils:

- Considered 1 category
- 1 type required



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Vendor Minimum Stock 10 or Fewer Registers

Cereal:

- 2 varieties required
- 1 variety must be whole grain
- 12 oz. or larger cold cereals
- Any size hot cereals



Find the whole grain
symbol for options in the
WIC Shopping Guide!



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Vendor Minimum Stock 10 or Fewer Registers

Milk:

- 1 gallon of 1% or skim required
- Must be unflavored



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Vendor Minimum Stock 10 or Fewer Registers

Eggs:

- 1 dozen carton of white eggs required
- Any size and grade allowed
- May be regular or cage free



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Vendor Minimum Stock 11 or More Registers

Fruits and vegetables:

- 2 fresh fruit varieties required
- 2 fresh vegetable varieties required



14

Vendor Minimum Stock 11 or More Registers

Juice:

- 64 oz. in 3 flavors
- 48 oz. in 2 flavors
- Frozen 12 oz. in 1 flavor



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Vendor Minimum Stock 11 or More Registers

Peanut butter, beans, peas and lentils:

- Considered 1 category
- 2 types required



16

Vendor Minimum Stock 11 or More Registers

Cereal:

- 4 varieties required
- 1 variety must be whole grain
- 12 oz. or larger cold cereals
- Any size hot cereals



Find the whole grain
symbol for options in the
WIC Shopping Guide!



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Vendor Minimum Stock 11 or More Registers

Whole grains in 2 of the following types:

- 12 – 24 oz. 100% whole wheat bread, buns, or rolls
- 14 – 16 oz. brown rice
- 16 oz. soft corn or whole wheat tortillas
- 16 oz. whole wheat pasta
- 16 – 32 oz. oatmeal



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Vendor Minimum Stock 11 or More Registers

Milk:

- Half gallon of 1% or skim
- Gallon of 1% or skim
- Gallon of whole with Vitamin D



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Vendor Minimum Stock 11 or More Registers

Lactose-free milk:

- 1% or skim required
- Any approved sized container allowed



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Vendor Minimum Stock 11 or More Registers

Soy beverages:

- Half gallon unflavored required
- Silk Original, 8th Continent, or Great Value brands approved



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Vendor Minimum Stock 11 or More Registers

Yogurt:

- 32 oz. of whole milk, plain, or flavored
- 16 or 32 oz. of low fat, nonfat, plain, or flavored



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Vendor Minimum Stock 11 or More Registers

Cheese:

- 16 oz. required
- Block, shredded, sliced, cheese curds, and string cheese allowed



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Vendor Minimum Stock 11 or More Registers

Eggs:

- 1 dozen carton of white eggs required
- Any size and grade allowed
- May be regular or cage free



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Vendor Minimum Stock 11 or More Registers

Infant cereal:

- 2 varieties required
- 8 oz. packages
- Organic allowed



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Vendor Minimum Stock 11 or More Registers

Infant fruits and vegetables:

- 6 fruit and 6 vegetable varieties required
- Must be 4 or 8 oz. containers
- Organic and natural allowed



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Vendor Minimum Stock 11 or More Registers

Infant meats:

- 2 varieties required
- 2.5 oz. containers
- Organic allowed




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Vendor Minimum Stock 11 or More Registers

Infant formula:

Similac Advance

- 12.4 oz. container
- 12 cans must be stocked



Similac Total Comfort

- 12.6 oz. container
- 6 cans must be stocked



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Approved Suppliers



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eWIC Transactions



eWIC Transactions

What went wrong?

Mid-Transaction Receipt		
1.00	DOZ	Eggs
36.00	OZ	Cereal
1.00	CTR	Beans or Peanut Butter
32.00	OZ	Bread or Whole Grains
14.50	\$\$\$	Fruits and Vegetables
4.00	GAL	Milk, 1% or Skim
2.00	CTR	Juice, 64 oz.



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eWIC Transactions

What went wrong?

Mid-Transaction Receipt		
1.00	DOZ	Eggs
36.00	OZ	Cereal
1.00	CTR	Beans or Peanut Butter
32.00	OZ	Bread or Whole Grains
14.50	\$\$\$	Fruits and Vegetables
4.00	GAL	Milk, 1% or Skim
2.00	CTR	Juice, 64 oz.



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eWIC Transactions

What went wrong?

Mid-Transaction Receipt		
1.00	DOZ	Eggs
36.00	OZ	Cereal
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14.50	\$\$\$	Fruits and Vegetables
4.00	GAL	Milk, 1% or Skim
2.00	CTR	Juice, 64 oz.



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Produce Mapping



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Shelf Talkers



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No Substitutions

No exchanges

No refunds

No returns

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Scan Every Product UPC



37

Receipts



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Self-Checkout Lanes



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eWIC Card Must Be Present



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No Incentives



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Claims



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Complaints

Vendors and participants

- May use the complaint form to report concerns
- Do not ask for personal identifying information
- Save and use receipt details or note the date and time

Additional Requirements

- Comply with health laws
- Business registration must be current and in good standing
- Taxes must be in good standing
- Current retail food license

Additional Requirements

- Training
- Warning letters / corrective action
- Forfeiture / recoupment
- Termination / disqualification

Communications



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Questions



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Proof of Training

WISCONSIN VENDOR ASSISTANT

WIC authorized vendors may sign in to access their secure records.

Links
Re-application Instructions
New WIC Shopping Guide (Effective 11/1/22)
Retailer Updates
Email Sign-Up
List of Authorized Vendors
Food Redemption Reports
Virtual Vendor Training: Click on the link below
Attend Vendor Training
Vendor Proof of Training Form

Vendor Sign-In
User ID:
Password:
 Remember my User ID on this computer?

New users click here!
Apply for a user account to access secured features.

Warning
You are accessing a private network. This system contains confidential information.
Unauthorized access of this data is a violation of state and federal law. Offenders will be prosecuted.

Nondiscrimination Statement
English
Spanish
Hmong

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Proof of Training

Store - Name

Store - Street Address

Store - City Store - ZIP Code

Store - Phone Number (include area code)

For WIC Office Use:
WIC Vendor Number

Reset Form

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Proof of Training

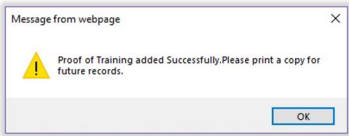
Type the full name of the person who completed the training, their job title and the actual training date. Once you have finished completing the form, click on the "submit" button below. The message "Proof of Training added successfully" will display at the bottom of the page, confirming the information was saved. Scroll to the bottom of the page and click the "print" button to print a copy for your records. You will not be able to view or print your completed form after you leave this page.

Person who completed training - Name (type or print full name)

Job Title/Position

Date - WIC Training

Proof of Training added successfully.



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Key Resources

- Visit the WIC Vendor Home Page for more information:
<https://www.dhs.wisconsin.gov/wic/vendor/index.htm>
- MyWIC App:
<https://www.dhs.wisconsin.gov/wic/vendor/mywicapp.htm>

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Key Publications

- WIC Shopping Guide:
<https://www.dhs.wisconsin.gov/publications/p4/p44578.pdf>
- Vendor Manual:
<https://www.dhs.wisconsin.gov/publications/p4/p44537.pdf>
- Minimum Stock Requirements:
<https://www.dhs.wisconsin.gov/publications/p0/p00371.pdf>
- Authorized Infant Formula Suppliers:
<https://www.dhs.wisconsin.gov/publications/p4/p40146.pdf>
- Vendor/Participant Complaint:
<https://www.dhs.wisconsin.gov/forms/f4/f44322.pdf>

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Contact Information

- Contact the WIC Vendor and Integrity Unit at (608) 266-6912 or dhswicvendor@wisconsin.gov
- Report suspected WIC fraud by calling the hotline at (866) 260-1727.

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Thank You!

